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AUTHOR Berger, Arthur Asa
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ABSTRACT

Suggesting it is a good idea for students to try their hands at doing media research themselves, this book presents a number of research projects that students will find interesting and that they can do with minimum experience in a limited amount of time. The second edition has added chapters on experimentation, historical research, comparative research, and participant observation. Chapters in the book are: (1) Guided Research Projects; (2) Research Logs; (3) Content Analysis: Newspaper Comics Pages; (4) Survey Interviews: Media Utilization; (5) Social Roles: Television Soap Opera Characters; (6) Depth Interviews: Favorite Singers and Recordings; (7) Rhetorical Analysis: Magazine Advertisements; (8) Library Research: Audiences of Radio Talk Shows; (9) Focus Groups: Reasons for Attending Films; (10) Experiments: Humor; (11) Participant Observation: Video Game Players; (12) Historical Research: Images of Shopping Malls in the Popular Press; (13) Comparative Analysis: Images of Disneyland (and Disney World) in the American Popular and Scholarly Press; (14) Writing with Style; (15) Avoiding Common Writing Errors; (16) Avoiding Common Reasoning Errors; and (17) Writing a Research Report. (Contains 39 references.) (RS)

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